



STATE OF CONNECTICUT

Governor's Council for Agricultural Development MARKETING WORKING GROUP



MINUTES OF MEETING HELD FEBRUARY 27, 2014

Connecticut Department of Agriculture
165 Capitol Avenue, Hartford, CT 06106

I. CALL TO ORDER

Jim Guida, working group co-chair, called the meeting to order at 8:14 a.m. In addition to co-chairs Allyn Brown and Peter Orr, other working group members present were Sarah Bishop DellaVentura (Bishop's Orchard), Kay Carroll (Maple Syrup Producers Association of Connecticut), Steve Domyan (MetroCrops), Kevin Donahue (formerly Imperial Nurseries), Randy Fiveash (Connecticut Office of Tourism), and Michael Theiler (Connecticut Seafood Council)

Also present Henry Talmage (Connecticut Farm Bureau Association) and Dean Gregory Weidemann (University of Connecticut), vice chairs, from the Governor's Council for Agricultural Development; staff from the Connecticut Farm Bureau Association and Connecticut Department of Agriculture, and several guests.

Working group members Scott Danis (Ahold/Stop and Shop), Perry Hack (Two Guys from Woodbridge), Becky Jones (Connecticut Beekeepers Association), George Motel (Connecticut Farm Wine Development Council), and Peter Rogers (Rogers Orchards) were absent.

II. APPROVAL OF 1/9/14 MINUTES

The group reviewed draft minutes from January 9, 2014. Kay Carroll moved to approve them and Kevin Donahue seconded. There was no discussion. The group accepted the motion unanimously.

III. RECAP OF 1/29/14 TOWN HALL MEETING

Co-chair Brown reviewed the group's assignments and the input it received at the January 29, 2014, town hall meeting. A brief discussion ensued.

IV. DEVELOPMENT OF DRAFT DELIVERABLES

The group reviewed a draft matrix of Connecticut Grown sectors and marketing messages and discussed common themes among them, as well as potential partnerships for dissemination.

V. RECAP AND NEXT STEPS

The co-chairs will follow-up by email with the common themes discussed so members can reach consensus on the best one before the next meeting, which is scheduled for March 20, 2014.

VI. ADJOURNMENT

There was no further business and co-chair Guida adjourned meeting at 10:00 a.m.

Respectfully submitted by Linda Piotrowicz
February 28, 2014